

HILLCREST GARDENS

ALBERT LEA, MINNESOTA



Grandpa's Little Helper



Pays for itself in fruit
first season.

4000 quarts per acre.

Licensed Propagators and Exclusive National Distributors of
Potted RED RICH Plants

HARRY E. RUBLE & SON

STRAWBERRIES • RASPBERRIES • CHRYSANTHEMUMS • PHLOX • GLADIOLUS

TERMS AND CONDITIONS

Cash with order. Orders booked more than 90 days before requested delivery will be accepted if accompanied with a deposit of 25% of the total amount of the order; the balance to be paid prior to the time of shipment of the order. No refunds for cancellation of orders booked in advance. We cannot accept C.O.D. orders.

Our plants are large and well rooted, state inspected, free from diseases and true to name. **Every order of plants is precooled** before shipment and guaranteed to reach you in good condition.

DISCLAIMER

The planting and care of the plants sold by us being beyond our control, we offer no guarantee except that the plants will reach you in good condition and be true to name.

If the plants are not received in satisfactory condition, notice should be given us within ten days otherwise we must assume that they were received in good condition.

SHIPMENT OF ORDERS

We have field grown strawberry and raspberry plants in refrigerated storage and can usually make shipment of orders most any month except June, July and August. The potted strawberry plants are usually available the year round.

Planting and cultural directions for strawberry plants are included with each order.

PARCEL POST RATES

If you live in the fourth zone, 301 to 600 miles, add for each 25 potted strawberry plants 20c.

Fifth zone, 601 to 1000 miles, add 70c for each 25 potted plants.

Sixth zone, 1001 to 1400 miles, add 90c to each 25 potted plants.

Seventh zone, 1400 to 1800 miles, add \$1.25 for each 25 potted plants.

Eighth zone, over 1800 miles, add \$1.65 for each 25 potted plants.

These rates obtain on all potted strawberry plants offered in the price list regardless of quotations which might be construed otherwise.

If the proper amount of postage is not included, the order will be shipped C.O.D. for the balance of the amount due.

We prepay all orders to any point within the United States EXCEPT POTTED STRAWBERRY PLANTS which we prepay only to the third postal zone, (300 miles distant from Albert Lea, Minn.) Albert Lea is 100 miles south of Minneapolis and St. Paul.

CANADIAN IMPORTS

Canadian importers of plants must apply to their own Department of Agriculture for a special importation permit and shipping tags which should be forwarded to us for attachment to the shipment. All Canadian shipments considered eighth zone.

RED RICH

See center pages for illustration of RED RICH in natural colors developed from an actual photograph.

We Are Licensed Propagators of RED RICH and Have Exclusive National Rights for the Propagation and Distribution of Potted Plants.

Any other supply of potted RED RICH Strawberry plants is one of our sub-licensed co-operators.

RED RICH is a patented plant (Plant Patent No. 933) and is sold under contract for the personal use only of the purchaser. It is unlawful to sell, give away or otherwise dispose of any plants reproduced.

This Trade Mark Protects You.



The illustration shown at the left represents the mark by which genuine RED RICH Strawberry plants are identified. This trade mark has been adopted and registered by the licensed propagators and is the sign by which RED RICH is known to be genuine.

Since it was introduced in 1950, when it was acclaimed the best of all ever-bearers Red Rich has grown in popularity by well deserved merit in plant development, reproduction of new plants and heavy production of fruit of unsurpassed size and quality. Each succeeding year the demand for the plants has exceeded the supply. **ORDER YOURS EARLY.**

BEARS FROM JUNE 'TIL FREEZING WEATHER

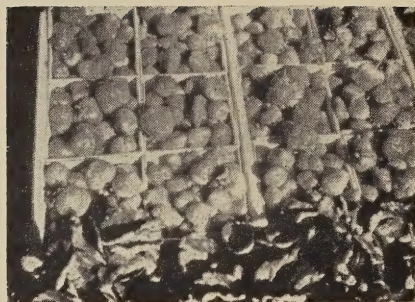
This spectacular newcomer bears the first season till freezing weather. Planted in the spring, RED RICH will bear the very first season and continue to bear crop after crop and produce sufficient fruit to more than pay for the cost of the plants. The following year these same plants will produce an amazing crop of fruit in June and again in the fall.

In 1952 we planted four acres of RED RICH which produced a good fall crop the same year and in 1953 our June crop of fruit from the plants was greater than that of any of our June bearing varieties which had identical care and the fall crop from August first to October 15th was one of the heaviest we have ever harvested in spite of drouth conditions and without irrigation.

From rows 400 feet long one of our pickers would pick all day long to clean the fruit from two rows of plants which produced six crates of fruit per row each picking.



Field of **RED RICH** Strawberry
Plants



RED RICH Strawberries fresh from
the field.

PLANTS AND FRUIT OF BEAUTIFUL APPEARANCE

The plants of **RED RICH** are large with lush velvety green foliage which helps to make them resistant to disease. It is a good plant maker and reproduces well. The fruit is of giant size, wedge shaped with a glossy dark red color and a distinct heavy, pleasing and inviting aroma and wonderful flavor.

TOPS FOR DESSERTS, PRESERVING OR FREEZING

There is no finer dessert than fresh **RED RICH** strawberries and for freezing and preserving it is unsurpassed. Solid, firm and red clear thru. . . . They can be frozen whole and come from the freezer like fresh picked fruit.

BEST BY TEST

By test, **RED RICH** has been accepted as the best of the everbearers by horticultural authorities at many of our midwestern Universities and of all its superior qualities the most talked of is its wonderful honey sweet taste.

RED RICH MAKES FINE BORDER PLANTS

RED RICH makes beautiful border plants with their bright blossoms and velvety green foliage and are not only attractive but practical and will produce an abundance of delicious fruit for table or preserving purposes. Planted 15 to 18 inches apart these tall(full plants will attract the attention of all who see them.



Single Plant of **RED RICH** Loaded
with Fruit in October



Grandma selects the best for
freezing—**RED RICH**

POTTED STRAWBERRY PLANTS

Grow faster—Make stronger and better plants—Reproduce new plants and bear fruit earlier—Can be planted anytime throughout the year and they will all grow as they are growing when you get them. No loss of plants.



The potted plants you will receive will look similar to the illustration on the right. Some will be in bud and bloom. They are already growing and all you have to do is to remove the pot by cutting one corner and unwrapping the veneer and carefully setting the plant into the ground being sure to firm the soil well around the plant. Remove all blossoms from the plants until July first then let them begin to fruit and they will begin bearing by August first and continue well into October.

POTTED PLANTS are shipped in 2" veneer pots and are well rooted and growing, ready to start off after being set in the ground. **They are very satisfactory, especially if dry conditions prevail at the time of arrival and no matter what the weather conditions there is scarcely a chance of losing a single plant.** If you are not ready to set them on arrival they may be held for days until you are ready to plant them so long as the soil on the plants is kept moist. **REMOVE THE POT BEFORE PLANTING.** They are especially adapted to long distant shipments.

POTTED RED RICH ARE FUMIGATED FOR INSECT CONTROL

In co-operation with the Research Department of the Division of Horticulture, University of Minnesota, all of our potted plants have been fumigated with Methyl Bromide gas for the elimination and control of mites and other injurious insects which are found on all strawberry plants and which often prevent proper performance in plant growth and fruit production.

These insect free plants grow faster and give increased fruit production. We are the only nursery in Minnesota and one of but few outside the state taking these precautions to supply our customers with **RED RICH** plants fumigated for injurious insect control.

PRICES OF "RED RICH" STRAWBERRY PLANTS

Field Grown Plants—12, \$2.95; 25, \$5.00; 50, \$8.50; 100, \$15.00. (Prepaid prices)

POTTED PLANTS—2" veneer pots, 12, \$3.75; 25, \$7.00; 50, \$12.00; 100, \$20.00. 100 plants by express, not prepaid, \$17.00.

(Prices prepaid to the 3rd postal zone. If you live beyond the 3rd zone consult Parcel Post rates on another page for additional for postage beyond the 3rd zone to include with your order).



The **WAYZATA** Everbearing Strawberry

THE STRAWBERRY SUPREME

Will Pay for Itself in Fruit the Same Season Planted

The WAYZATA is an all season strawberry accidentally discovered at Wayzata, Minnesota, from whence it derives its name. It will bear a heavy crop of berries in June and a fall bearing season of three months during August, September and October. It is acknowledged the best of the everbearing strawberries with the exception of RED RICH and superior to other varieties in size, flavor and productivity.

Being a shy reproducer of new runner plants Wayzata is especially adapted to the hill system of planting.

WAYZATA PRICES

(All Prices Prepaid Unless Other Noted)

WAYZATA EVERBEARING STRAWBERRY—Originator's stock; genuine, true to name:

FIELD GROWN PLANTS—25, \$3.00; 50, \$5.50; 100, \$10.00.

POTTED PLANTS—(Potted plants are prepaid to the 3rd Postal Zone only; if you live beyond the 3rd zone consult Parcel Post rates on another page for additional to include with your order for postage beyond the 3rd zone). 25, \$4.25; 50, \$8.00; 100, \$15.00. 100 by express, not prepaid, \$12.00.

OTHER EVERBEARING VARIETIES

- ✓ **GEM**—Heavy fruiting; good plant maker. Price: 25, \$2.00; 50, \$3.25; 100, \$5.00; 250, \$8.50.
- ✓ **STREAMLINER**—Sweet, Jumbo sized berries; one of the best for freezing. Price: 25, \$2.25; 50, \$3.75; 100, \$5.95; 250, \$12.00.
- ✓ **SUPERFECTION**—Large fruits; produces freely. Price same as Streamliner above.
- ✓ **BRILLIANT (Patented)**—Very heavy producer; large, bright, glistening berries. Rates as a good freezer. Price: 12, \$1.75; 25, \$3.25; 50, \$5.75; 100, \$9.95; 250, \$18.75.
- ✓ **20TH CENTURY**—One of the best. Produces fruit season; a good June crop second season and an abundant fall crop. Price: 25, \$2.75; 50, \$4.50; 100, \$8.00; 250, \$18.00.

JUNE BEARING VARIETIES

- ✓ **DUNLAP (Early)**—An old standard. Fruit medium size, dark red. Resists drouth and cold weather better than most varieties. Price: 25, \$1.35; 50, \$1.85; 100, \$2.85; 250, \$5.85.
- ✓ **PREMIER (Early)**—Very early; somewhat earlier than Dunlap. Produces large, bright red berries heavily. One of the best.
- ✓ **ROBINSON (Midseason)**—Known as the finest commercial June bearing variety. Good for canning, freezing, preserving.
- ✓ **SPARKLE (Medium Late)** — Vigorous; productive; excellent quality large berries; heavy fruit producing variety.
Price: Any three above June bearing varieties, 25, \$1.45; 50, \$2.10; 100, \$3.25; 250, \$6.95.
- ✓ **ARMORE**—The most beautiful June bearer we have ever seen. Very productive. Price: 25, \$1.85; 50, \$2.95; 100, \$4.75; 250, \$9.00.
- ✓ **VERMILLION**—A new introduction; vigorous grower; produces heavy crops of fine fruit early. Red Steele resistant. Price: Same as Armore, above.
- ✓ **NEW JUMBO**—The ALL AMERICAN June bearing variety. One of the heaviest yielding berries known. Price: 25, \$1.95; 50, \$3.25; 100, \$5.50; 250, \$9.00.

WRITE FOR PRICES ON LARGER QUANTITIES.

RASPBERRY PLANTS

- ✓ **SUNRISE**—Early, hardy, disease resistant. A fine red raspberry. Price: 12, \$2.00; 25, \$3.75; 50, \$7.00; 100, \$12.00.
- ✓ **BIG RED LATHAM**—King of red raspberries. Hardy, vigorous; outyielding all others. Price: 12, \$2.25; 25, \$4.00; 50, \$7.50; 100, \$13.50.
- ✓ **INDIAN SUMMER**—Everbearing Raspberry. Disease resistant. A heavy fruiter of large berries in July and August and bears a second crop late in the fall. Price: 12, \$2.50; 25, \$4.75; 50, \$8.00; 100, \$15.00.
- ✓ **NEW SEPTEMBER**—Large bright red berries of high quality. Three weeks earlier than other autumn bearing varieties. SUPPLY LIMITED. Price: 12, \$3.95; 25, \$6.95; 50, \$13.00.



The New AMAZING

Wonder Strawberry

for High Quality, Heavy Production





This new Everbearer has EVERYTHING:

- Beautiful appearance
- Outstanding dessert quality
- Excellent freezing quality
- Unsurpassed keeping and shipping quality
- Heavy fall crop—and a good spring crop
- Resistance to leaf spot and other diseases
- And—A GOOD PLANT MAKER TOO!
- It has proved to be the berry you have been waiting for.

YIELD — TASTE — BEAUTY

Plant Patent No. 993

16 Berries to a Pint — 2 Big Crops Every Year

A one acre planting of RED RICH yielded 4,000 quarts the same season it was planted. And in a second year RED RICH produced a June crop in matted rows during June and July, like a June bearer, and then come through with a heavy yield in August, September and October to more than double the first year's crop. The crown and root system are exceptionally large as well as the leaves. It is a rugged, disease resisting plant that will produce outstanding yields.

ORDER TODAY — SUPPLY LIMITED

Price: Field grown plants prepaid, 12, \$2.95; 25, \$5.00; 50, \$8.50; 100, \$15.00.

POTTED PLANTS, 12, \$3.75; 25, \$7.00; 50, \$12.00; 100, \$20.00. Prepaid to third postal zone. If you live beyond third postal zone consult postal guide on another page for additional to include for postage.

YOUR GARDEN CENTERPIECE

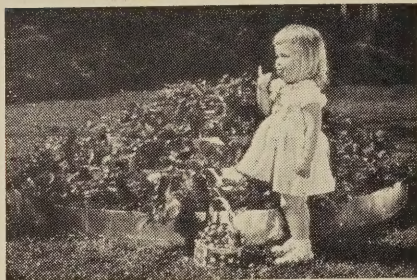
PYRAMID

(Trade Mark)

CIRCULAR TERRACED GARDEN

In one-third the space of the conventional garden method you can enjoy an abundant full season growth of everbearing Strawberries with a PYRAMID circular terraced garden. Easy to pick from—easy to care for, this attractive garden adds real beauty and practical value to any garden or landscape. Perfect too, for low growing perennials. Made of tough aluminum alloy it will not rust or corrode. Merely fill first ring with rich soil, trample. Repeat for remaining terraces.

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Made of Everlasting Aluminum



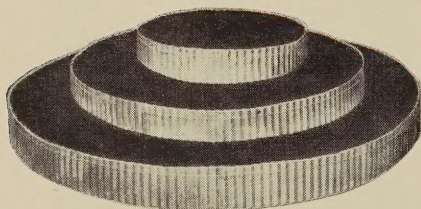
**COMPLETE**  
**Only \$9.95 Postpaid**  
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AVAILABLE IN TWO SIZES:

LARGE SIZE (Four terraces—6 ft. diameter, perfect for 50 everbearing Strawberry plants)	\$9.95
JUNIOR SIZE (Three terraces—4½ ft. diameter, ideal for center planting of perennials—flowers of all kinds)	7.95
6 SUPPORT STRIPS (Large Plant Pyramid Only)	3.95
COVER (Plastic) (Large Plant Pyramid Only)	5.95
NET (Mesh) (Large Plant Pyramid Only)	5.95
SPRINKLER (Complete with copper tubing and all connections)	4.95

PRICES ARE POSTPAID

NEW KEELOR CORRUGATED, GALVANIZED STEEL 6 FT. PLANTING PYRAMID



Holds up to 100 large everbearing strawberry plants. Easy to weed, water and protect from birds. Berries stay cleaner, are easier to pick. Practical strawberry bed for any back yard.

Large capacity; rigid; durable; will not rust or corrode; withstands use of fertilizer on plantings.

Pyramid only, by express collect, \$7.45; prepaid \$9.45.

Either Pyramid with 50 Superfection Everbearing Strawberry Plants, \$12.95; with 100 plants, \$14.95; with 50 RED RICH, \$17.95; with 100 RED RICH, \$24.45. Prices prepaid.

PYRAMID with 50 large petunia plants, pink, white, purple or mixed, prepaid, \$11.95; petunias only, \$2.95. The colorful petunias make a beautiful pyramidal display of blooms in a pyramid garden and bloom continually thruout the summer and fall.

Hardy New Early-Blooming Chrysanthemums

Algonquin—radiant yellow
Barbara Small—pinkish lavender
Bronze Yellow—yellowish bronze
Button Maroon—pompon
Chiquita—pompon, yellow
Courageous—dark ruby red
Dahlia mum—wine colored
Egg Shell—egg shell pink
Eugene Wanderer—golden
Flash Light—red and old gold
Geronimo—glowing bronze
Harbinger—primrose yellow
King Midas—bright yellow
Olive Longland—salmon pink
Orange—orange
Orchid Spoon—orchid
Papita—pompon, white
Pink Bouquet—rose pink
Pohatcong—deep pink
Pocatello—pink
Red Velvet—velvety crimson
Robert Brydon—deep garnet red
Rose Pink—rose pink
Rosita—pompon, pink
Santa Claus—red
September Dawn—Bt. rose pink
The Moor—burgundy red

Minnesota Introductions

Aurora—red
Avalanche—pure white
Bountiful—carmine to oxblood
Brilliant—brilliant red
Butter Ball—double bright yellow
Chippewa—aster purple
Dee Dee Ahrends—lg. double wh.
Dr. Longley—large pink, double
Glacier—pure white
Harmony—yellow, pink bronze
Harvest Beauty—golden bronze
Maroon 'n Gold—maroon & gold
Moonglow—bright yellow
Moonlight—light yellow
Pipestone—large bright bronze
Prairie Sunset—rose pink
Purple Star—dahlia purple
Red Gold—bronzy scarlet
Redwood—bt. red; semi-double
Red Hawk—dragon's blood red
Silver Pink—double pink
Violet—dwarf double violet

CUSHION TYPES

Bronze — Copper — Pink — Red
White — Yellow

Prepaid prices: any 3 for \$1.25; any 6 for \$2.25; one dozen \$3.45.

One each 6 varieties, no labels, our selection or 6 all one variety, \$1.95.

One each 6 cushion types, not labeled, or 6 all one color, \$1.95.

Write for wholesale prices on 100 or more.

LATEST MINNESOTA INTRODUCTIONS

So new, most of them are not yet named. Be the first to have these new mum originations in your own garden.

49-338-3—garnet red

50-130-6—dark red

47-117-28—rose pink

49-290-25—golden yellow

50-134-1—garnet red

47-143-1—pompon, reddish
bronze, golden center

47-195-4—lavender to shell
pink; yellow center

Price, any three, \$1.45; one each of the seven new varieties,
prepaid, \$3.45.



GLADIOLUS BULBS

All of our bulbs are treated for thrips. If you are interested in named varieties of glads write for price list to **CHUCK'S GLAD PATCH, Route 2, Albert Lea, Minnesota.** Chuck grows millions of glads.

Orders for glads may be sent to us or directly to **Chuck's Glad Patch, Route 2, Albert Lea, Minn.** Chuck is the son of Harry E. Ruble, the president of Hillcrest Gardens.

SPECIAL NO. 1

100 large bulbs-----	\$5.00
50 large bulbs-----	2.50

SPECIAL NO. 2

100 medium bulbs-----	\$3.50
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SPECIAL NO. 3

This is a super collection of better varieties.

100 large bulbs-----	\$10.00
50 large bulbs-----	5.00
25 large bulbs-----	2.50

SPECIAL NO. 4

Same super collection as No. 3.

100 medium bulbs-----	\$8.00
50 medium bulbs-----	4.00
25 medium bulbs-----	2.00

SPECIAL NO. 5

All dark collection for those who want only dark colors.

100 large bulbs-----	\$10.00
50 large bulbs-----	5.00
25 large bulbs-----	3.00

100 large bulbs, 10 bulbs of 10 different varieties, all labeled, plus one bulb Scarlet Glory, 100, \$8.00; 50, \$4.50. 100 medium bulbs, same as above, plus one bulb Scarlet Glory, 100, \$5.00; 50, \$3.00.

PANSY PLANTS — DELPHINIUM

PANSY PLANTS—Canadian Maple Leaf and Improved Swiss Giant—Our own blend of an exceptionally fine strain of pansies. A superb range of beautiful colors. Doz. \$1.25; 25, \$1.95; 50, \$3.45; 100, \$5.00. Postpaid.

DELPHINIUM—Pacific Giant Hybrids, large two year old roots, 3 for \$1.25; 6 for \$2.10; 12 for \$3.45. Prepaid.

From June to Freezing Weather
Enjoy This Rainbow of Colorful

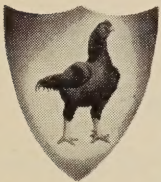
HARDY "BLOOM PROVEN" PERENNIAL

PHLOX

Collection of 6
Only \$2.25 Postpaid

BRIGHT EYES—rose pink. **MARY LOUISE**—glistening snow white. **FLASH**—scarlet red. **DAILY SKETCH**—salmon pink. **ROYAL PURPLE**—rich violet. **SALMON GLOW**—flame salmon pink.

AUNT MARY'S WHITE EVERGREEN SWEET CORN—The most delicious sweet corn grown. I eat it every day while in season. Packet, sufficient seed for 50 hills, prepaid 35c.



I hereby make application for membership in the
UNITED CORNISH CLUB OF AMERICA

The Club that boosts and promotes All Varieties of Cornish

Enclosed find two dollars (\$2.00) for annual dues January 1 to December 31.

Name _____

Street _____

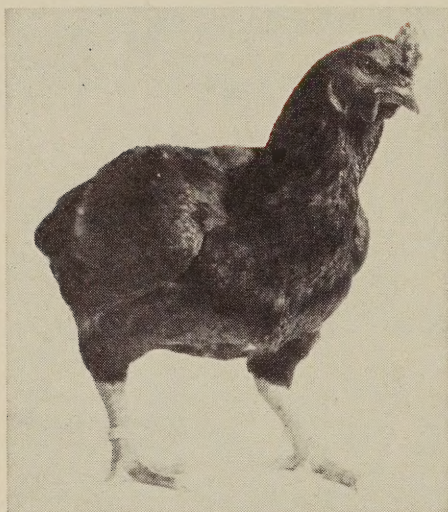
City _____ State _____

Date _____ Variety Bred _____

Mail to **HARRY E. RUBLE**, Secretary-Treasurer
Albert Lea, Minnesota

Cornwall "Double Breasted" Dark Cornish Fowl

"THE TABLE FOWL SUPREME"



Prize Winning Cockerel
Madison Square Garden Show



First Pullet
U.C.C. National Meet, Omaha

EXHIBITION STOCK—Males \$20.00 and up; females, \$10.00 and up according to exhibition quality: largely a matter of correspondence.

BREEDER STOCK—Males, \$10.00; females, \$8.00 each.

UTILITY STOCK—Under one year, includes cockerels for cross breeding purposes, cockerels or pullets, \$5.00 each. Yearling hens, \$5.00 each.

LIFE MEMBER Am. Poultry Assn., member, Minn. State Pty. Assn. and United Cornish Club.

United Cornish Club of America

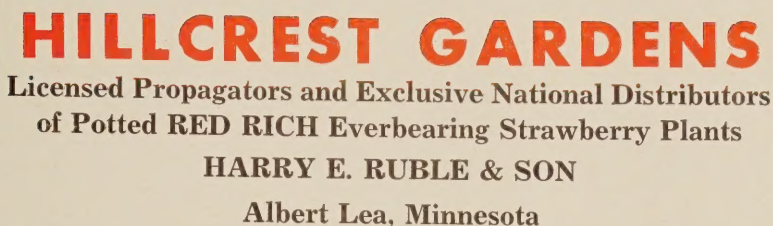
Boost the Club that boosts your breed. If you are a breeder of Cornish, standard or bantam—

JOIN NOW

In numbers there is strength. We need the active support of all Cornish breeders to make the U.C.C. one of the best specialty clubs in America.

The U.C.C. has been reorganized and will hold its annual National Meet in St. Paul in cooperation with the Minn. State Poultry Show, December 3, 4, 5, 1954. If you are a breeder of any variety of Cornish you should be a member of the U.C.C. Application blanks for membership will be mailed on request or use the one at the bottom of the preceding page. A bona fide election of new officers will be held at the National Meet in St. Paul, December 4th. Full details in the Minnesota State Poultry Show premium list.

Harry E. Ruble, Secretary-Treasurer, pro tem.



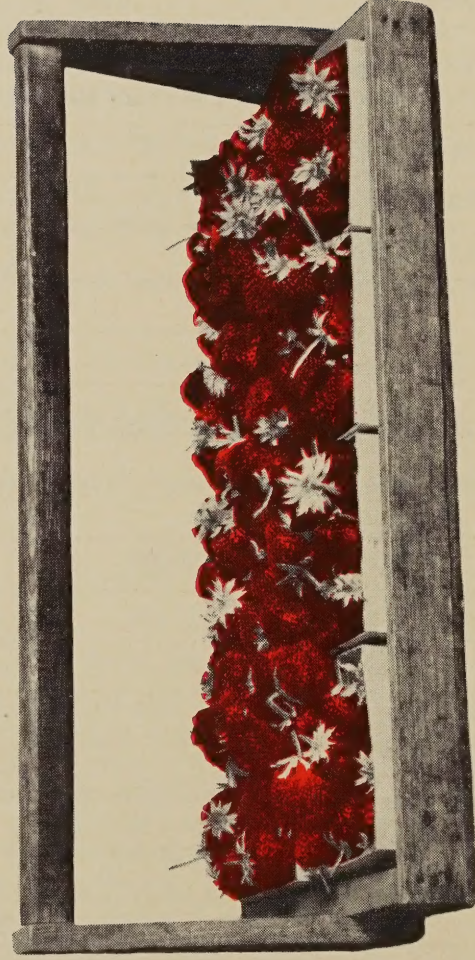
Quantity	Description	Price	
	RED RICH, Patented (Pat. No. 993) (Field Grown)		
	RED RICH (Potted)		
	WAYZATA (Field Grown)		
	WAYZATA (Potted)		
	TOTAL		

HILLCREST GARDENS

Harry E. Ruble & Son
ALBERT LEA, MINNESOTA

Exclusive Licensed Propagators and National Distributors of
Potted RED RICH Strawberry Plants

*(Other Distributors and Sources of Potted RED RICH Plants
Are Sublicensed)*



Plant Pat. 993



STRAWBERRIES

POSTMASTER: RETURN POSTAGE GUARANTEED

Sec. 34,66, P. L. & R.
U. S. POSTAGE

PAID

Permit No. 24
Albert Lea, Minn.